IN THE CLAIMS:

1. (Currently Amended): A method for providing customized information to a user placed in a queue, comprising:

receiving a communication from a user;

placing the user communication in a queue;

estimating a length of time the user communication will be in the queue;

identifying the user;

consulting a database of customized information content;

receiving a response from the database according to user identity;

selecting customized information content from the response based on the estimated length of time the user communication will be in the queue; and

presenting the selected customized information content to the user.

2. (Original): The method according to claim 1, wherein the response received from the database comprises customized information content.

3. (Original): The method according to claim 1, wherein the response received from the database comprises a pointer to customized information content.

4. (Original): The method according to claim 1, wherein the response received from the database comprises suggestions about the type of information content that would be appropriate to present to the user.

5. (Original): The method according to claim 1, wherein the communication is by means of at least one of the following:

a telephone;

a personal computer;

a portable computer;

a mobile or fixed user station;

a workstation;

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a network terminals or server;
a cellular telephone;
a dumb terminal;
a personal digital assistant;
a two-way pager;
a smart phone;
a information appliance;
a network computer;
a kiosk; and
a PDA.

6. (Original): The method according to claim 1, wherein the queue is a telephone hold queue.

7. (Original): The method according to claim 1, wherein the user is identified by means of at least one of the following:

an originating telephone number;
a customer identifier;
an account identifier;
a biometric identifier;
a device identifier;
a software identifier;
geographical positioning data;
a speech recognition system;
a user password;
a user identifier;
a screen name;
an originating domain name; and
an originating Internet protocol address.

8. (Canceled)

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9. (Original): The method according to claim 1, wherein the database of customized information content is maintained on at least one of the following:

a local server;

a remote server; and

a local device.

10. (Original): The method according to claim 1, wherein the database of customized information content is maintained by a third party.

11. (Original): The method according to claim 1, wherein the customized information content is selected according to at least one of the following means:

the identity of the user;

membership of the user in a class of users;

a profile of preferences registered by the user;

membership of the user in a class of individuals;

demographic information about the user;

psychographic information about the user;

a profile of preferences ascertained from behavior of the user;

time of day of the communication;

date of the communication;

the type of communication device originating the communication;

information ascertained from behavior of the user;

place of residence of the user;

place of employment of the user;

the geographic origin of the communication; and

the estimated length of time in the hold queue.

12. (Original): The method according to claim 1, wherein the customized information content includes at least one of the following categories:

news;

music preference;

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music;

game;

productivity application;

synthesized speech;

sporting event;

television show;

film;

audio book;

hobby;

shopping preference;

advertisement;

digital content;

software applications;

references to other sources of customized information;

electronic book; and

clip of entertainment performances.

13. (Original): The method according to claim 1, further comprising:

allowing the user to communicate with other parties while in the queue.

14. (Original): The method according to claim 1, further comprising:

sending an interrupt message to a device in conjunction with presenting the customized information content to the user.

15. (Original): The method according to claim 1, further comprising:

sending an interrupt message to a device when the user is removed from the queue.

16. (Original): The method according to claim 1, wherein the customized information content is presented by means of at least one of the following methods:

audible;

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visual; and

tactile

17. (Canceled)

18. (Currently Amended): A computer program product in a computer readable medium for use in a data processing system, for providing customized information to a user placed in a queue, the computer program product comprising:

instructions for receiving a communication from a user;

instructions for placing the user communication in a queue;

instructions for estimating a length of time the user communication will be in the queue;

instructions for identifying the user;

instructions for consulting a database of customized information content;

instructions for receiving a response from the database according to user identity;

instructions for selecting customized information content from the response based on the estimated length of time the user communication will be in the queue; and

instructions for presenting the selected customized information content to the user.

19. (Original): The computer program product according to claim 18, wherein the response received from the database comprises customized information content.

20. (Original): The computer program product according to claim 18, wherein the response received from the database comprises a pointer to customized information content.

21. (Original): The computer program product according to claim 18, wherein the response received from the database comprises suggestions about the type of information content that would be appropriate to present to the user.

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22. (Original): The computer program product according to claim 18, wherein the queue is a telephone hold queue.

23. (Original): The computer program product according to claim 18, wherein the user is identified by means of at least one of the following:

an originating telephone number;
a customer identifier;
an account identifier;
a biometric identifier;
a device identifier;
a software identifier;
geographical positioning data;
a speech recognition system;
a user password;
a user identifier;
a screen name;
an originating domain name; and
an originating Internet protocol address.

24. (Canceled)

25. (Original): The method according to claim 18, wherein the customized information content is selected according to at least one of the following means:

the identity of the user;
membership of the user in a class of users;
a profile of preferences registered by the user;
membership of the user in a class of individuals;
demographic information about the user;
psychographic information about the user;
a profile of preferences ascertained from behavior of the user;
time of day of the communication;

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date of the communication;
the type of communication device originating the communication;
information ascertained from behavior of the user;
place of residence of the user;
place of employment of the user;
the geographic origin of the communication; and
the estimated length of time in the hold queue.

26. (Original): The computer program product according to claim 18, wherein the customized information content includes at least one of the following categories:

news;
music preference;
music;
game;
productivity application;
synthesized speech;
sporting event;
television show;
film;
audio book;
hobby;
shopping preference;
advertisement;
digital content;
software applications;
references to other sources of customized information;
electronic book; and
clip of entertainment performances.

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27. (Original): The computer program product according to claim 18, further comprising:

instructions for allowing the user to communicate with other parties while in the queue.

28. (Original): The computer program product according to claim 18, further comprising:

instructions for sending an interrupt message to a device in conjunction with presenting the customized information content to the user.

29. (Original): The computer program product according to claim 18, further comprising:

instructions for sending an interrupt message to a device when the user is removed from the queue.

30. (Canceled)

31. (Currently Amended): A system for providing customized information to a user placed in a queue, comprising:

a first receiver which receives a communication from a user;

a queuing component which places the user communication in a queue;

an estimation component which estimates a length of time the user communication will be in the queue;

an identification component which identifies the user;

a communications component which consults a database of customized information content;

a second receiver which receives a response from the database according to user identity;

a selection component which selects customized information content from the response based on the estimated length of time the user communication will be in the queue; and

a presenting component which presents the selected customized information content to the user.

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32. (Original): The system according to claim 31, wherein the communication is by means of at least one of the following:

a telephone;

a personal computer;

a portable computer;

a mobile or fixed user station;

a workstation;

a network terminals or server;

a cellular telephone;

a dumb terminal;

a personal digital assistant;

a two-way pager;

a smart phone;

a information appliance;

a network computer;

a kiosk; and

a PDA.

33. (Original): The system according to claim 31, wherein the queue is a telephone hold queue.

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